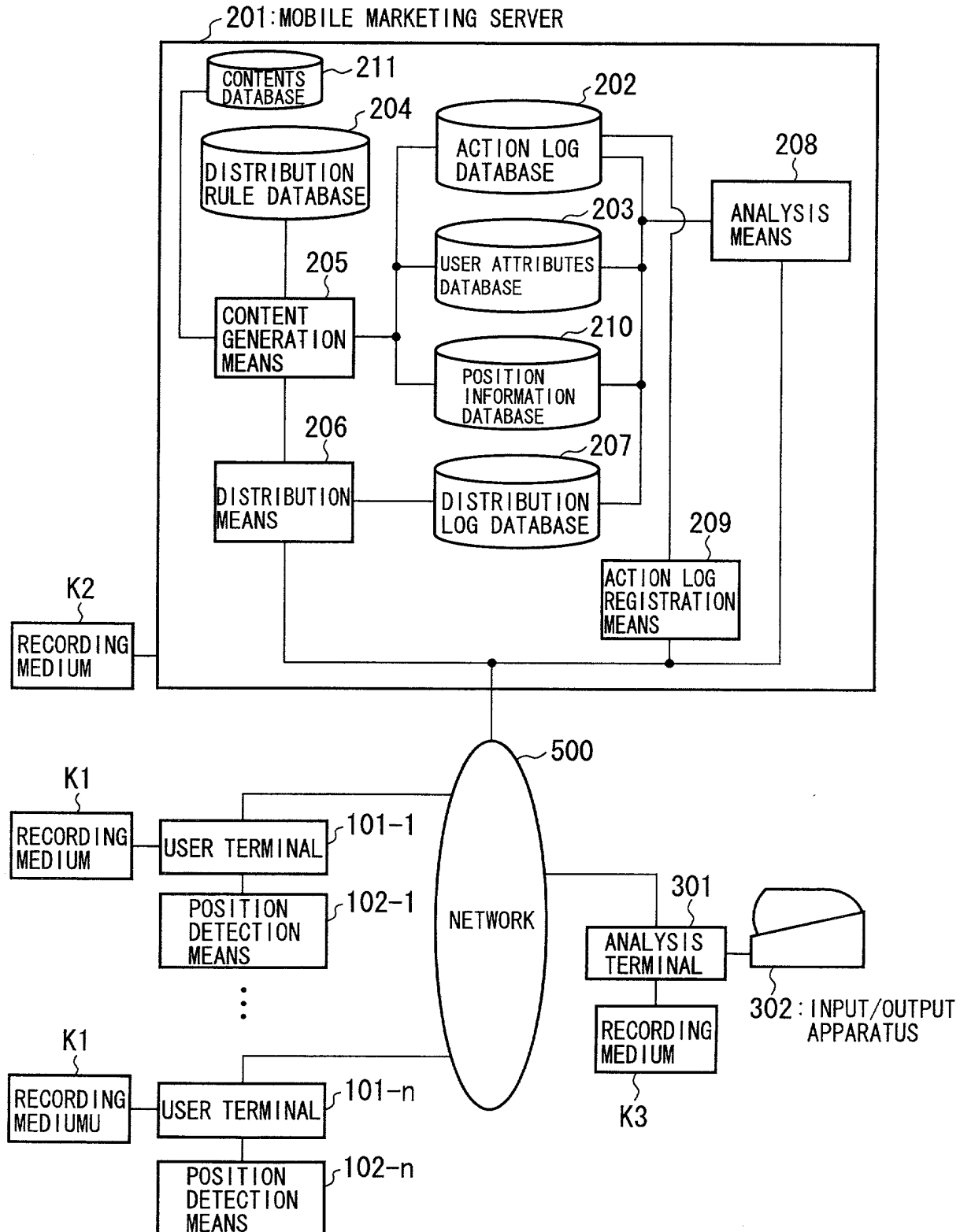


FIG. 1



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DOCKET NO.: 048369-0132

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FIG. 2

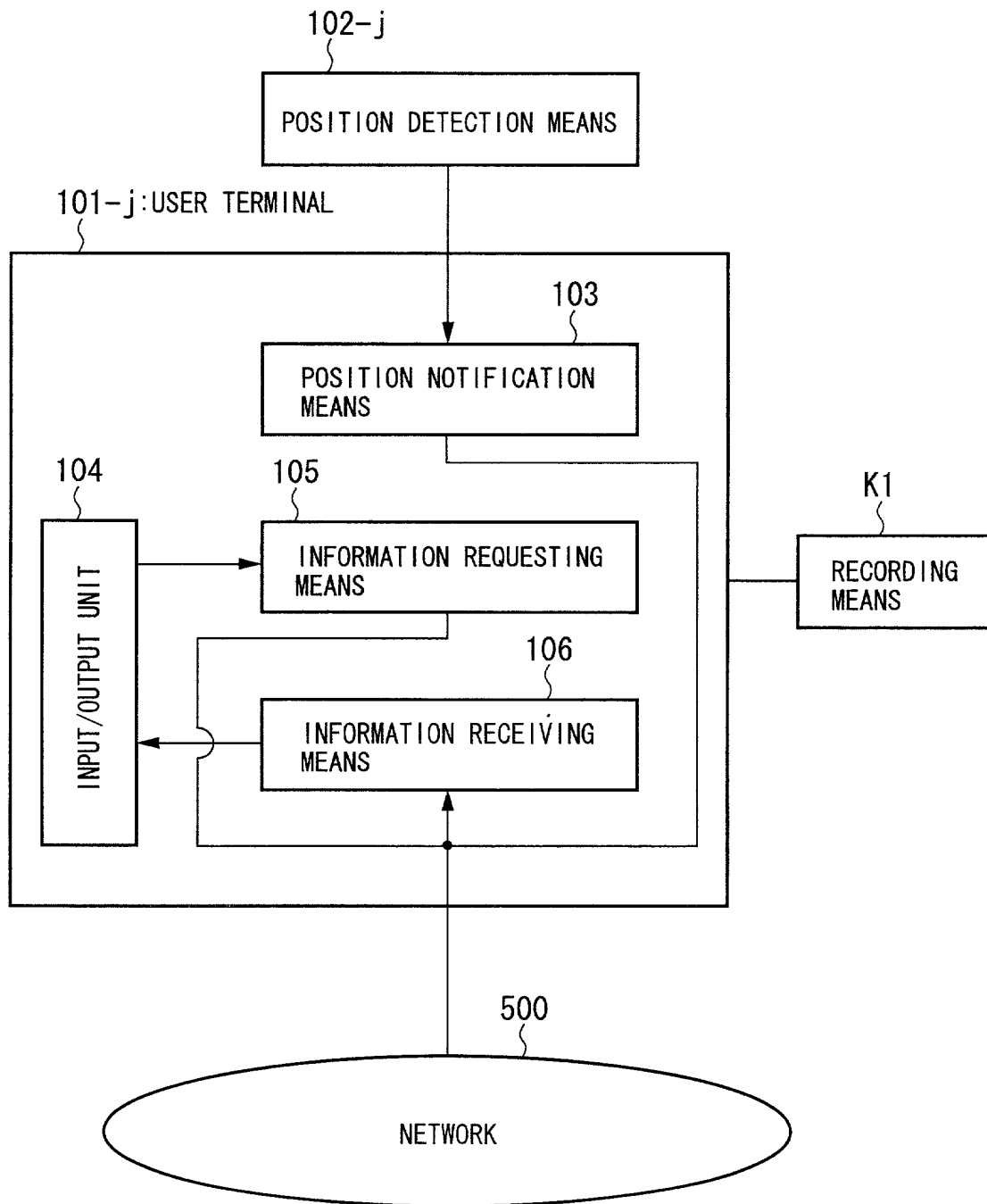


FIG. 3

202: ACTION LOG DATABASE

USER ID	POSITION	TIME
ABC00001	(10,10,0)	2001-02-01 14:35:40
XYZ00002	(25,10,5)	2001-02-01 14:35:45
ABC00001	(15,18,0)	2001-02-01 14:35:50
XYZ00002	(30,20,5)	2001-02-01 14:35:55
ABC00001	(8,32,0)	2001-02-01 14:36:00
XYZ00002	(42,23,5)	2001-02-01 14:36:05
...

FIG. 4

203: USER ATTRIBUTES DATABASE

USER ID	GENDER	AGE	GROUP MEMBERSHIP	PURCHASED PRODUCT A	PURCHASED PRODUCT B	VIEWED PAGE X	VIEWED PAGE Y
ABC00001	FEMALE	18	A	Yes	No	Yes	Yes
ABC00002	FEMALE	21	B	No	No	No	No
ABC00003	MALE	23	B	Yes	Yes	Yes	Yes
XYZ00001	FEMALE	27	A	No	Yes	Yes	Yes
XYZ00002	MALE	32	A	No	No	No	No
.....

STATISTIC
USER ATTRIBUTE

DYNAMIC
USER ATTRIBUTE

FIG. 5(A)

210: POSITION INFORMATION DATABASE

MEANINGFUL LOCATION	RANGE
MEN'S WEAR DEPARTMENT	(10,10,0)~(20,20,5)
WOMEN'S WEAR DEPARTMENT	(10,20,0)~(20,30,5)
MEN'S SHOE DEPARTMENT	(20,10,0)~(30,20,5)
.....

FIG. 5(B)

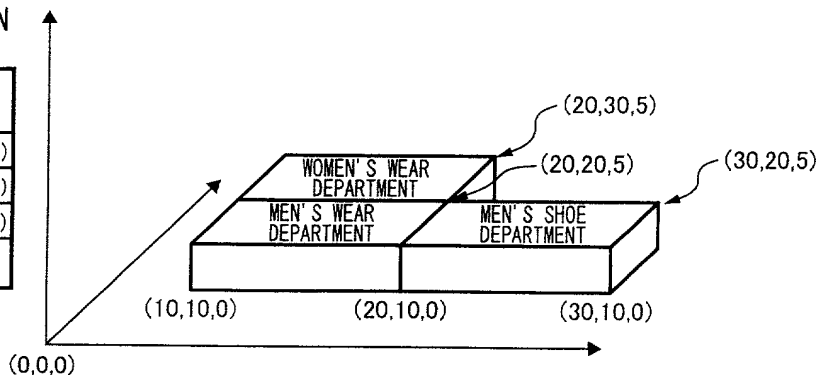


FIG. 6

204: DISTRIBUTION RULE DATABASE

MEANINGFUL LOCATION	DWELL TIME	NUMBER OF VISITS	GENDER	AGE	GROUP MEMBERSHIP	PURCHASED PRODUCT A	PURCHASED PRODUCT B	VIEWED PAGE X	CONTENT ID
MEN'S WEAR DEPARTMENT	>30 SEC	1	MALE	20s	A	No	-	Yes	
MEN'S WEAR DEPARTMENT	>30 SEC	1	MALE	30s	A	No	-	Yes	
MEN'S WEAR DEPARTMENT	>30 SEC	1	FEMALE	-	-	-	-	-	
MEN'S WEAR DEPARTMENT	>30 SEC	2	MALE	20s	A	No	-	Yes	
MEN'S WEAR DEPARTMENT	>10 MIN	-	-	-	-	-	-	-	
.....	

ACTION CONDITIONS

USER ATTRIBUTES CONDITIONS

FIG. 7

CONTENT ID	CONTENT
W001	WELCOME TO OUR SHOP. WE SPECIALIZE IN PROVIDING YOUNG BUSINESSMEN WITH..
W002	WELCOME TO OUR SHOP. WE SPECIALIZE IN PROVIDING EXECUTIVES WITH..
W003	WE SPECIALIZE IN MEN'S WEAR. FOR WOMEN'S WEAR, VISIT THE SHOP ON THE 5TH FLOOR.
W004	THANK YOU FOR VISITING US..
W005	IF YOU SEE SOMETHING YOU LIKE, FEEL FREE TO TRY IT ON..
.....

FIG. 8

207: DISTRIBUTION LOG DATABASE

CONTENT ID	DISTRIBUTION TIME	TARGET USER
W001	2001-02-01 14:40:30	ABC00001
W002	2001-02-01 14:41:23	XYZ00002
.....

FIG. 9

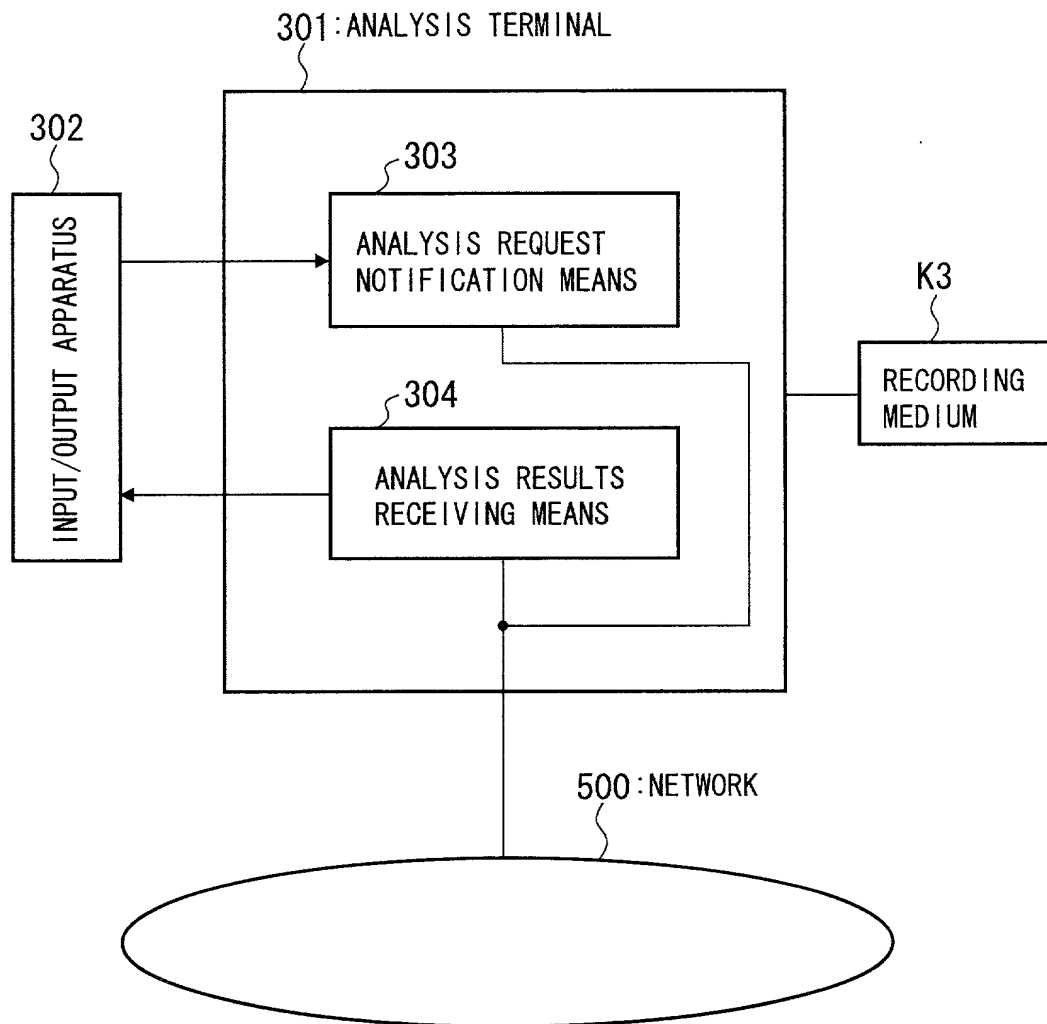


FIG. 10

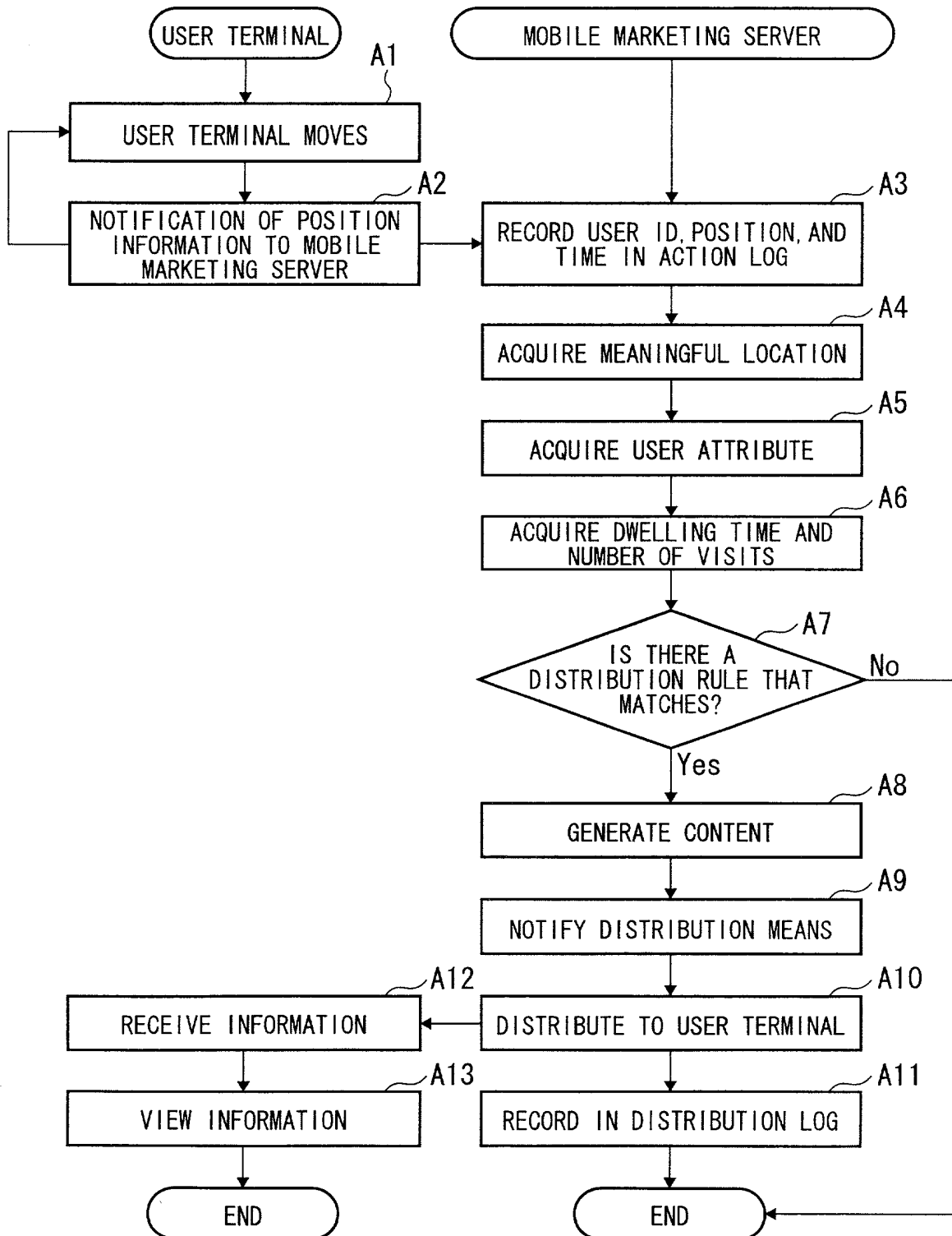


FIG. 11

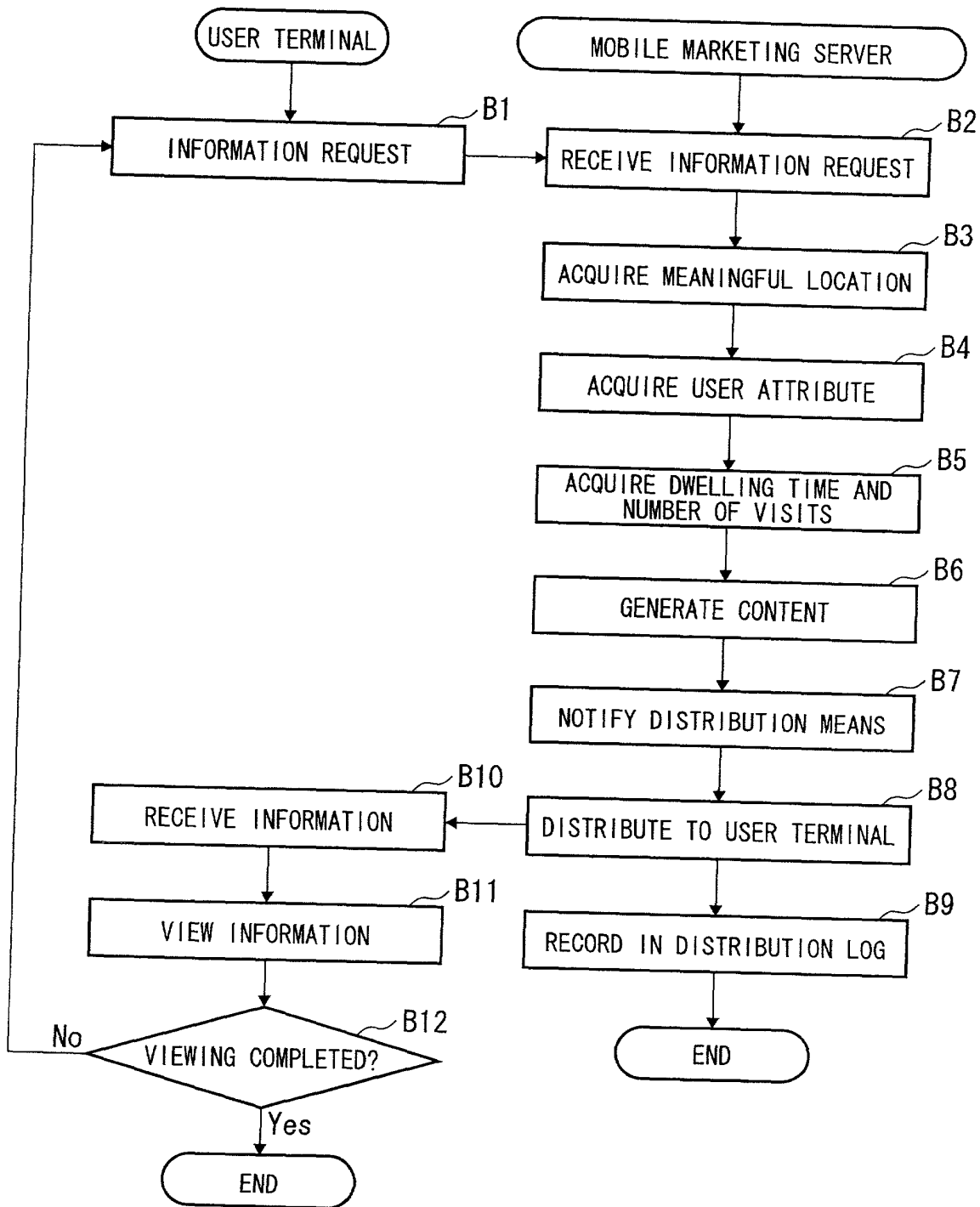


FIG. 12

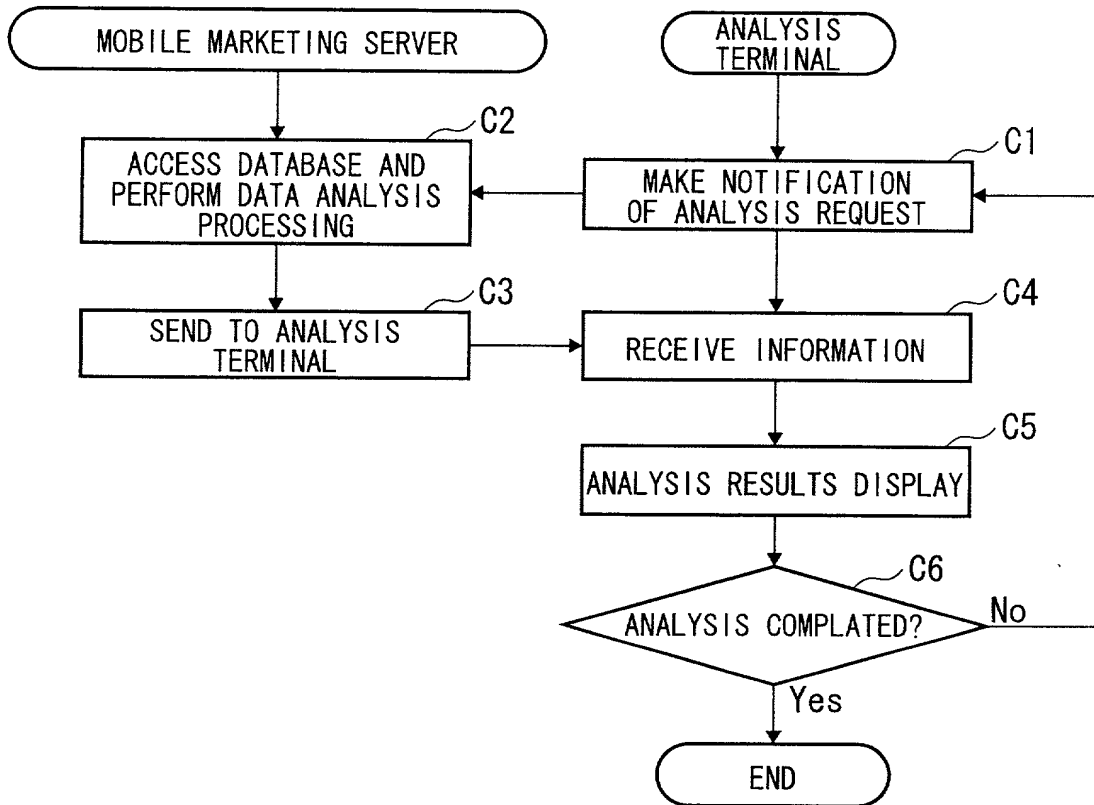
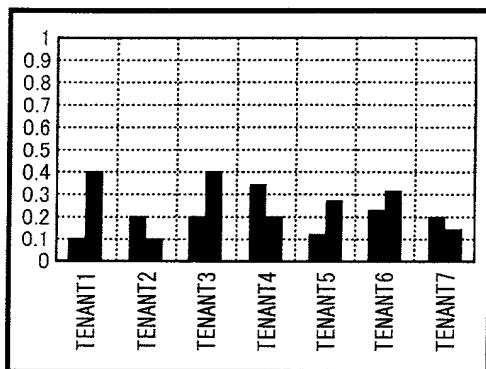
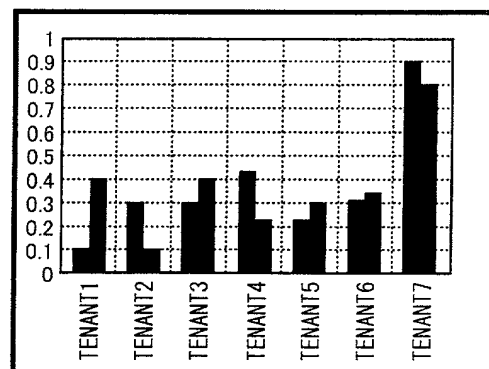


FIG. 13



DISTRIBUTION CONDITION 10 MINUTES
 BEFORE DISTRIBUTION OF SPECIFIC CONTENT



DISTRIBUTION CONDITION 10 AFTER BEFORE
 DISTRIBUTION OF SPECIFIC CONTENT

FIG. 14

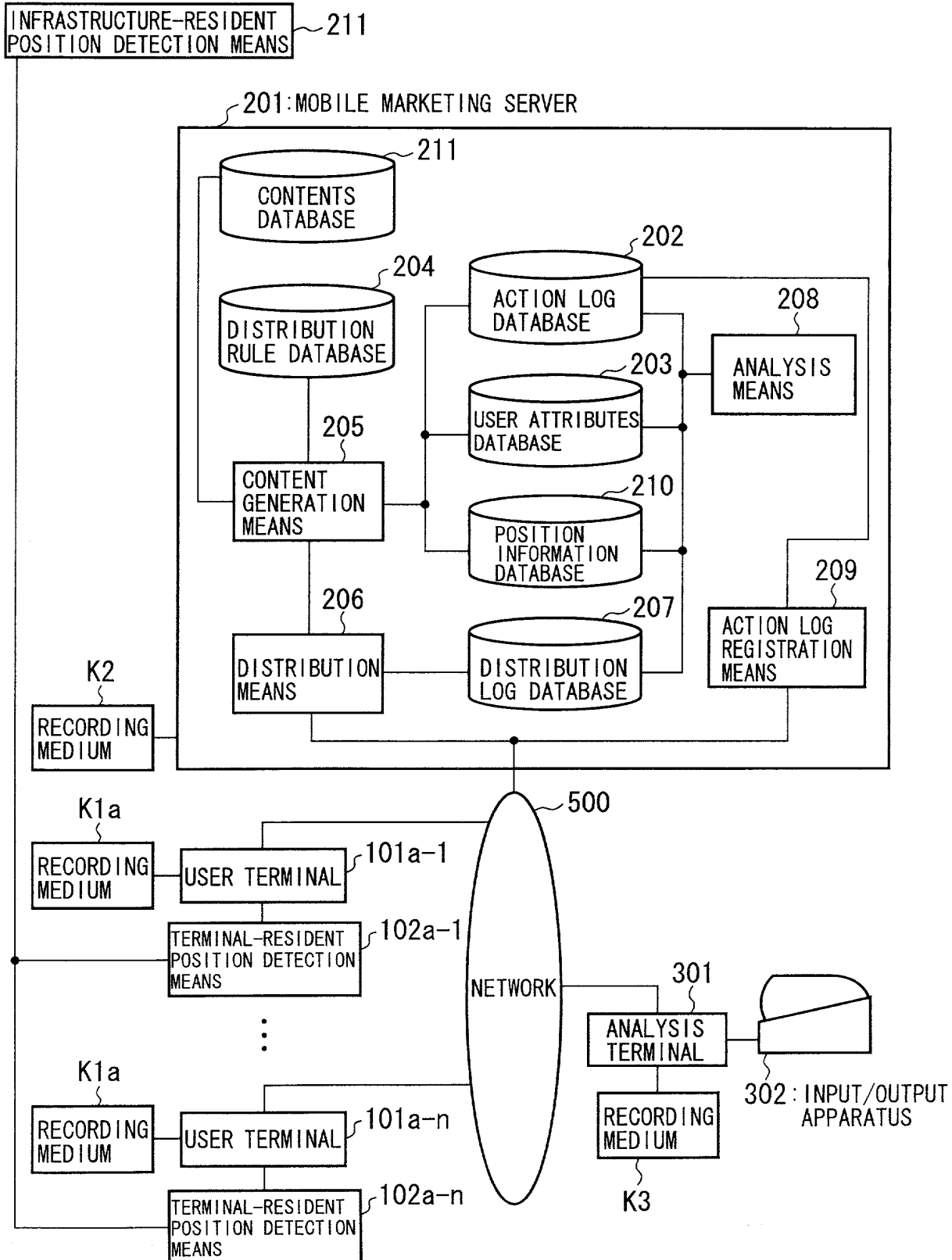


FIG. 15

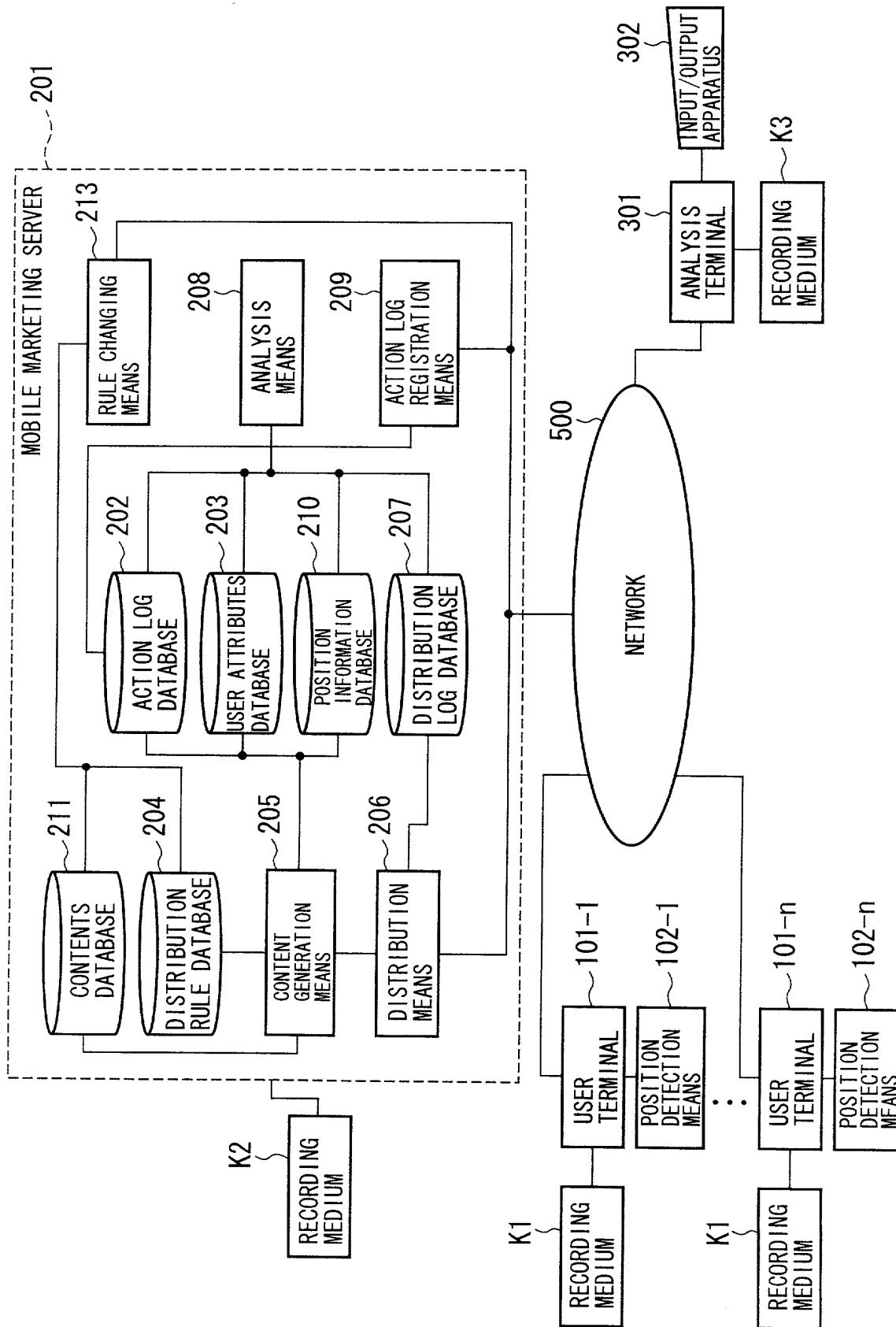


FIG. 16

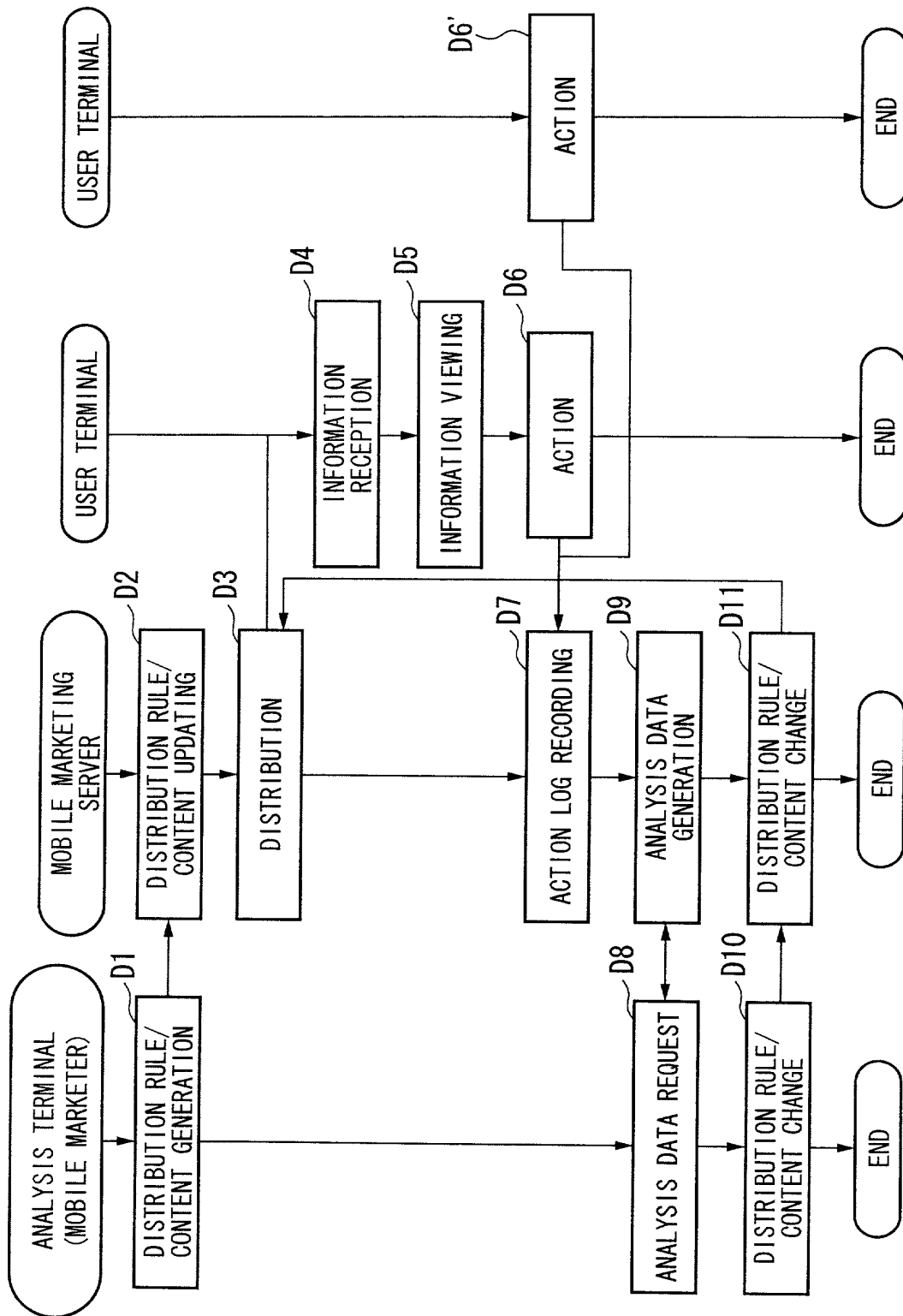


FIG. 17

